

AMENDMENTS TO THE CLAIMS

1. (currently amended) A method of delivering advertising to users in a computer network, the method comprising:
 - designating a plurality of items as member items of a group;
 - making the member items available over the computer network;
 - downloading at least one member item to a computer;
 - detecting a presence of any member item in the computer; and
 - delivering advertising to the computer even if no member item is being utilized in the computer, the delivery of advertising to the computer not inextricably tied to any particular member item and continues regardless of which member item is in the computer and so long as any member item is detected as being present in the computer, the advertising delivered to the computer being selected based on a web page viewed by a user of the computer.
2. (canceled)
3. (canceled) The method of claim 1 wherein the member items include a computer program.
4. (original) The method of claim 1 wherein the computer network includes the internet.
5. (original) The method of claim 1 further comprising the act of making a list of member items in the computer.
6. (canceled).
7. (currently amended) A computer having computer-readable storage medium, the computer-readable storage medium comprising:
 - an item provided in exchange for the right to deliver advertising to the computer;
 - computer-readable program code for detecting the item in the computer; and
 - computer-readable program code for delivering a piece of advertising to the computer so long as the item remains in the computer and regardless of whether the item is being used, the delivery of the advertising to the computer not inextricably tied to any particular item in a group of items and continues regardless of which item in the group of items is present in the computer and so long as any member item in the group of items is detected as being present in the computer, the piece of advertising being selected based on a web page viewed by a user of the computer.
8. (original) The computer of claim 7 wherein the item includes a computer program.
9. (original) The computer of claim 7 wherein the item is provided over the Internet.

10. (original) The computer of claim 7 further comprising a list of member items present in the computer.
11. (original) The computer of claim 7 wherein the piece of advertising is displayed in a pop-up.
12. (canceled)
13. (original) The method of claim 7 wherein the piece of advertising is on behalf of a competitor of a company whose web page is being viewed by a user.
14. (currently amended) A method of providing items to users comprising:
designating any member of a group of items as a member item;
making one or more member items available to a user;
providing at least one member item to the user; and
providing additional member items to the user so long as the user retains at least one member item and regardless of whether the user is utilizing any member item, the providing of additional member items to the users not being inextricably tied to a particular member item.
15. (original) The method of claim 14 wherein the group of items includes a computer program as a member item.
16. (original) The method of claim 14 wherein the additional items include a message selected for delivery to a computer of the user based on a web page visited by the user.
17. (original) The method of claim 14 wherein the additional items include advertising relevant to a web page being viewed by the user.
18. (original) The method of claim 14 wherein the additional items include advertising provided on behalf of a competitor of a company whose web page is being viewed by the user.
19. (original) The method of claim 14 wherein the additional items include advertising provided on behalf of a company whose product is of the same type as a competitor's product advertised over the Internet.
20. (original) The method of claim 14 wherein the additional items include a computer program.
21. (original) The method of claim 14 wherein member items of the group of items are available over the Internet.
22. (original) The method of claim 14 wherein the group of items includes an advertising group.